Permit #F00024789-A

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00024789-A **Type of Permit:** FILMING **Release Date:** 02/25/2010

Production Company HOLYCOW SPOTS, LLC DBA MOO STUDIOS

Insured Company Name HOLYCOW SPOTS, LLC DBA MOO STUDIOS

Contact Phone No. 1 323-464-3080
Contact Phone No. 2
Fax
Address 746 N CAHUENGA BLVD
LOS ANGELES, California 90038

Production Title JC PENNEY

Type of Production Commercial - Standard

Producer Rebecca Donaghe

Director Pamela Hansen

1st AD TBD TBD

Production Manager Rich Payne

FilmL.A. Coordinator Naomi Kajiyama

Location Manager David Miller
Primary Phone Mobile - 310-701-7363
Secondary Phone Office - 323-464-3080

Location Assistant None None
Primary Phone Office - 323-464-3080
Secondary Phone

Fees

FILMLA FILM PERMIT RIDER FEE $100.00

Total Permit Fee $100.00

Number of Locations 1

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Summary Information

Location

Permit Number	F00024789-A	**Location Manager**	David Miller
Production Company	HOLYCOW SPOTS, LLC DBA MOO STU...	Primary Phone	Mobile - 310-701-7363
Insured Company	HOLYCOW SPOTS, LLC DBA MOO STU...	Secondary Phone	Office - 323-464-3080
Production Title	JC PENNEY		

Location Address S Flower St., W 5th St - W 6th St, Los Angeles , CA, 90071

Location Names

Location Type Street

Location Description

Film Dates 2/25/2010 - 2/25/2010 06:00 - 21:00

Open or Closed to the Public Open

Generic Conditions
All travel lanes and bike lanes shall be closed per the WATCH manual.
May not interfere with adjacent traffic lanes
Must comply with attached conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with merchant activity
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.

Please see attached documents
Downtown LA July 2009.pdf
Moo.JCPenney.24789.FlowerES3.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	3
Cast/Crew vehicles	45
Cube Trucks	3
Generator	1
Motor Homes	2
Picture vehicles	2
Stakebed Trucks	2
Vans	3

Personnel on Location

Type	Quantity
Cast	5
Crew	45
Off-Duty/Retired LAPD Officer(s)	1

Filming Activities Equipment on sidewalk, in curb lane & across street; Exterior Dialogue; Intermittent pedestrian control; Trucks parking against the flow of traffic; Walk & talk on E/S S Flower St., W 5th St - W 6th St sidewalk;

Jurisdiction **Political:** Los Angeles City - Council District 09 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes
No blocking of driveways on Flower St., from 5th St to Library Parking lot
Must keep 100' clear North and South of Library driveways

Coordinator Note No parking in loading/valet zones without obtaining permission from affected businesses

Coordinator Note Must move vehicles from rush-hour restricted areas

Coordinator Note No equipment/vehicles/activities on E/S S Flower St from W 6th St - North 450' prior to 0700 hrs without performing a community survey from impacted residents/hotels

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Production Title	JC PENNEY		

Coordinator Note A minimum of 1 officer is required for IPC for each street and each direction of traffic

Coordinator Note Rider A extends film and closure end time from 1400 to 2100 hrs

Parking

Base Camp
Location Type : Private Parking Lot
Street : 845 S Olive St 0700-2200 hrs only

Crew Parking
Location Type : Private Parking Lot
Street : 845 S Olive St 0700-2200 hrs only

Lane / Full Closure E/S curb lane Flower St, 5th St - 6th St

Approximate Footage 0 - 300

Date(s) 2/25/2010 to 2/25/2010 **Time(s)** 06:00 to 21:00

NOT A PERMIT

SPECIAL FILMING CONDITIONS
RESIDENTIAL/COMMERCIAL AREAS OF
DOWNTOWN METROPOLITAN LOS ANGELES

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

The Downtown Los Angeles Central Business District is occupied by commercial/industrial businesses, as well as residential properties. There are also many popular hotels in the downtown area frequented by visitors taking advantage of our city's cultural, historical and recreational venues.

In order to better balance the concerns of business/commerce and provide for the residential aspects of this area of Los Angeles, FilmL.A. has developed the following Special Filming Conditions. Your cooperation in adhering to the Conditions will ensure the industry's continued access to these vitally important filming sites.

NOTE: THE FOLLOWING SPECIAL FILMING CONDITIONS DO NOT APPLY TO THOSE AREAS ZONED AS "LIGHT MANUFACTURING/PARKING" OR "HEAVY MANUFACTURING".

- **All filming activities (including parking of production equipment, cast/crew parking, catering, and preparation/strike) within 200 feet of any residential building (including hotels) are not permitted between the hours of 10 p.m. and 7 a.m. unless first approved by FilmL.A.** through the approved Filming Survey procedure and indicated on the permit.

- **Low level helicopter activity within ½ of a mile of residential buildings and taking place between the hours of 10:00 p.m. and 7:00 a.m. will not be allowed.**

- **All low-flying helicopter work in the vicinity of buildings, especially residential structures, requires the Federal Aviation Administration (FAA) reviewed and accepted plan of activities also to be filed with FilmL.A.**

- **Notification of the representatives of residents, merchants and businesses within 500 feet of all filming activities should be done 48 hours in advance of filming or substantial prep work, time permitting.** Additional notification beyond a distance of 500 feet may be required for permits requesting extraordinary filming activities, to be determined by FilmL.A.

- **Due to the congestion from normal commuter traffic, Intermittent Traffic Control (ITC) is generally not permitted on weekdays between the hours of 7:00 a.m. - 9:00 a.m. and 3:00 p.m. - 7:00 p.m.**

- **Production companies are required to completely remove all trash, food, cardboard boxes, etc.** from the general vicinity at the end of each filming day. Food should **NOT** be given directly to the homeless persons in the area; if a production company wishes to donate food, it

FilmL.A. Inc. NOT A PERMIT

should be delivered to missions or groups in the area which are designated and sanctioned to distribute food and other supplies to the homeless. Production companies will be held responsible for the actions of catering companies contracted to provide food for cast and crew.

- **All of the Special Conditions referenced herein apply to filming in or near the 2nd and 3rd Street tunnels.** All filming activities within the tunnels between the hours of 10:00 p.m. and 7:00 a.m. must be contained to areas at least 100 feet from tunnel openings, unless signature approval is obtained from affected residential buildings near the tunnel entrances, and indicated on the permit. The activities may not be audible beyond tunnel openings, and lighting may not illuminate or affect any nearby buildings.

In addition to the conditions referenced above, production companies must adhere to the following conditions when filming on Lower Grand Avenue between General Thaddeus Kosciusko (GTK) Way and 4th Street:

- **The walls of Lower Grand Avenue are private property** and may not be dressed, painted, or used in any way unless permission is granted by the representative of the affected property. The following are the names and phone numbers of the most affected building representatives:

o Museum of Contemporary Art (MOCA)	Cari Stafford	213.621.2766
o One California Plaza, (Maguire Properties)	Natalie Park	213.687.2284
o Two California Plaza, (Maguire Properties)	Natalie Park	213.687.2284
o Wells Fargo Center (Maguire Properties)	Holly Mattan	213.253.4297
o Omni Hotel	Dan Pietrowski	213.617.3300
o Museum Tower & Grande Promenade	Aaron Bazile	213.229.9777
o Angelus Plaza	Joan Marke	213.623.4352

- **Blocking of loading docks or parking garage entrances and exits is strictly prohibited.**

- **No special effects, including smoke, steam or fog may occur on Lower Grand Avenue** without first obtaining clearance from the appropriate building contacts and maintenance engineers. Contact must be made at least **48 hours prior** to the proposed effect(s) unless appropriate, prior notifications to designated property management representatives have been made.

- **Generators may not be placed on the enclosed portion of Lower Grand Avenue. Suggested areas for generator placement are:**

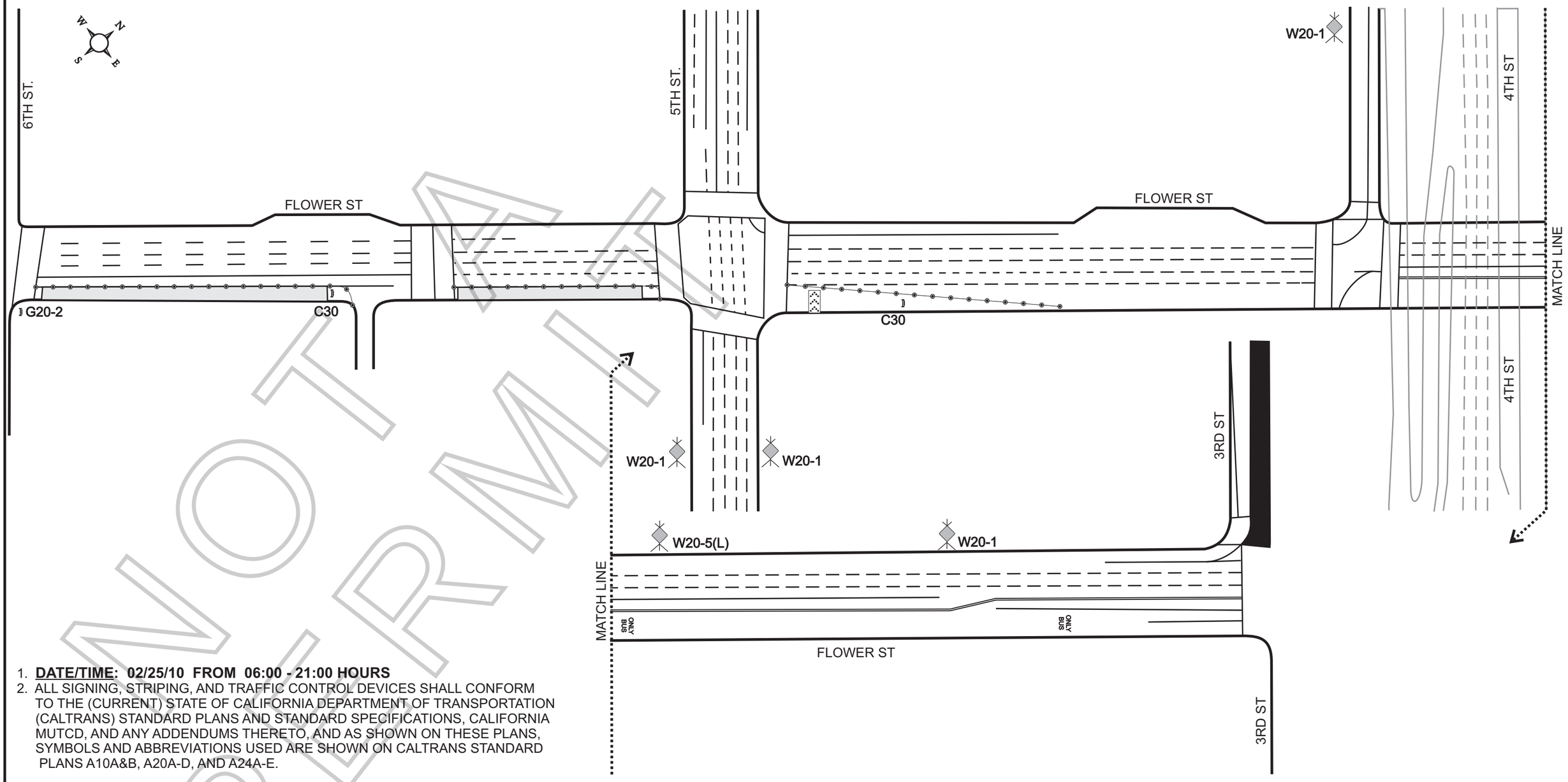
1. the curb lane of 4th Street at least 200 ft east of Lower Grand Avenue;
2. the curb lane of 4th Street west of Lower Grand Avenue beyond the left turn lane; or
3. the center of Lower Grand Avenue directly under the openings to Upper Grand Avenue.

- **Companies must obtain property contact approval prior to covering or removing any building signage** and must replace removed/covered signs with temporary signage similar to the originals. If directional or street signage is removed, the production company must provide **complete directional signage** in the surrounding area, with emphasis on alternate parking entrances and exits. **Street signs may only be removed with FilmL.A. approval.**

- **Any filming activities requested and approved with less than 48-hour notification may not interfere with other ongoing activities in the area.**

NOT A FILMING PERMIT

Permit #F00024789-A



1. **DATE/TIME: 02/25/10 FROM 06:00 - 21:00 HOURS**
2. ALL SIGNING, STRIPING, AND TRAFFIC CONTROL DEVICES SHALL CONFORM TO THE (CURRENT) STATE OF CALIFORNIA DEPARTMENT OF TRANSPORTATION (CALTRANS) STANDARD PLANS AND STANDARD SPECIFICATIONS, CALIFORNIA MUTCD, AND ANY ADDENDUMS THERETO, AND AS SHOWN ON THESE PLANS, SYMBOLS AND ABBREVIATIONS USED ARE SHOWN ON CALTRANS STANDARD PLANS A10A&B, A20A-D, AND A24A-E.
3. THERE WILL BE NO INTERFERENCE WITH TRAFFIC SIGNALS OR CROSSWALKS
4. CONES WILL BE 28" MINIMUM HEIGHT AND HAVE REFLECTORIZED SLEEVES FOR NIGHT WORK.
5. POLICE WILL DIRECT TRAFFIC IF NECESSARY.

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ROAD WORK AHEAD	LEFT LANE CLOSED AHEAD	LANE CLOSED	END ROAD WORK
W20-1	W20-5(L)	C30	G20-2

LEGEND:	
WORK AREA CLOSURE	TYPE I BARRICADE W/SIGN
CONE PATTERN DELINEATION	CONSTRUCTION WARNING SIGN

RIGHT OF WAY INC
150 E. ARROW HWY., SAN DIMAS, CA 91773
PH: (626) 930-9292 - FAX: (626) 930-9220
CA LIC #792675
PLANS DRAWN BY: STEVE OSBORN
TRAFFIC CONTROL PLANS ARE DRAWN PER MUTCD & 2009 WATCH MANUAL

TRAFFIC CONTROL FOR:
JC PENNEY
PMT# F24789
MOO STUDIOS

PROJECT LOCATION:
FLOWER ST
5TH ST - 6TH ST
CITY OF LOS ANGELES, CA

LOCATION CONTACT:
P.P.S. / CHRIS AGNEW
PHONE: (323) 465-9179

FILM LA CONTACT:
NAOMI KAJIYAMA